

## Message Text

UNCLASSIFIED

PAGE 01 TEGUCI 02772 151547Z

ACTION ARA-14

INFO OCT-01 ISO-00 EB-07 /022 W

-----151942Z 078797 /72

R 142159Z JUN 77

FM AMEMBASSY TEGUCIGALPA

TO USDOC WASHDC

INFO SECSTATE WASHDC 6914

UNCLAS TEGUCIGALPA 2772

E.O. 11652: N/A

TAGS: BEXP, HO

SUBJ: WTDR/FTI

REF: USDOC 09758

1. HONDURAS 2. CNTRY CODE: 215 3. SER. NO: NA

4. FERRETERIA LA BROCHA

5. APARTADO POSTAL 495; 5 AVE. S.E. NO. 71

6. SAN PEDRO SULA, HONDURAS

7. ESTABL: 1976 8. EMPL: 10 9. SIZE: (21-X) SMALL

10. REPUTATION: (22-X) GOOD

11. SELLS ITS PRODUCTS IN HONDURAS

12. RPT. DATE: 06/77

13A. 34294/135 IMP, RET, AND DIST OF BUILDERS HARDWARE.

13B. 28510/135 IMP, RET, AND DIST OF ALL TYPES OF PAINTS AND  
ALLIED PRODUCTS.

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14. CONTACT: CARLOS SANTAMARIA, TITLE: MANAGER

15. CABLE: LA BROCHA 16. TELEX: NA 17. TEL: 523574

18. FINANCIAL REFS: BANCO DE EL AHORRO HONDURENO, S.A., EDIFICIO  
EL AHORRO, 5 AVE. 4 CALLE S.O., SAN PEDRO SULA.

19. TRADE REFS: JAMAICA INTERNATIONAL INC., WYANDANCH AVE., WYANDANCH

,  
L.I., NEW YORK 11798; CARBORUNDUM, P.O. BOX 8147, CHURCH ST.,  
STA., NEW YORK, N.Y. 10049.

20. NONE REPRESENTED.

21. LA BROCHA IS A SMALL HARDWARE STORE OWNED BY MRS. MARIA CONCEPCION VALLE DE JANANIA, WIFE OF MR. LUIS SELIM JANANIA, OWNER OF ALMACEN COLORAMA, A LARGE MERCHANDISE STORE IN SAN PEDRO SULA. THE FIRM'S BASIC CAPITAL IS L. 77,896, 35; SALES WERE ABOUT \$125,000 SINCE FIRM BEGAN OPERATIONS ON MARCH 5, 1976. IT HAS FIVE SALESMEN WHO COVER THE NORTHERN AREA OF THE COUNTRY. THE FIRM'S FINANCES ARE SOUND AND OBLIGATIONS ARE MET SATISFACTORILY. THE POST CONSIDERS THE SUBJECT A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: H. CASTILLO, APPROVED BY: M. KROMHOUT.  
BECKER

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NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Review Markings:**  
Margaret P. Grafeld  
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